



Demand360® Business Intelligence Solution

Crew and Wholesale Frequently Asked Questions

Q – I’m still confused as to where Crew or Contract is tracked after sold? Transient or Other?

A – Group Sold - Group reservations made against the Block.

Unsold Block - Unsold Blocked rooms (includes any rooms that you are holding out of inventory in a Block).

Transient - Reservations that are not affiliated with a Group.

Other - Contains contract and Crew rooms and permanent residents.

Q – Could you please explain how we can see the mapping of the segment for the hotel and competition?

A – For mapping, you will need to go back to your Brand. This is not something we are at liberty to share.

Q – If you have a question about mapping and you are non-branded, who do you contact for help?

A – For mapping, you will need to go back to your onboarding team. This is not something we are at liberty to share.

Q – In the Pace section, what is reflected in occupancy? To clarify, if we are not drilling down and are only looking at occupancy, is this Unsold Group that is rolled up - how will that affect pace?

A – Pace includes both Group sold and Unsold Block. This has no impact as Unsold Block will depreciate as pick up occurs.

Q – Is there a reason why I cannot see and ADR/RevPAR data for Unsold Blocks?

A – Unsold Block frequently does not have rate information associated with it. Therefore, we are not able to show ADR/RevPAR. In most cases, as hotels enter the room list, they associate Group revenue with Block and/or reservations. Therefore, you will see Group ADR tracked with Group Sold.

Q – If an Airline Contract is built in Group Blocks, will that only pull Sold or Unsold and sold data? i.e., a manifest is received for the next 30 days, but the contract is signed for a whole year – what will show in Demand360?

A – The Airline contract would fall under Unsold Block until you enter the manifest for the next 30 days. Once you enter the manifest, the Unsold Block will depreciate the materialized reservations will track in the appropriate segment.

Q – Is the Unsold Block Occupancy % a percentage of the total Group sold or percentage of total rooms sold?

A – Percentage of total rooms sold.

Q – Does total occupancy include Unsold Block?

A – Yes. Unsold Block includes any rooms that you are holding out of inventory in a Block.

We have replaced Group Committed Occ with Unsold Block Occ.

Q – Are there discussions about segregating Crew in its own segment and not combining it in Group or Transient to prevent distorting those segments?

A – Not all properties have Crew/Wholesale rooms. For hotels with Crew/Wholesale, being able to accurately measure and track performance is incredibly beneficial. To protect the integrity of the data, we must make these changes to all properties. This prevents the isolation of one

particular property.

Q – How do we see Group only share compared to comp set since it looks like the new way merges Crew and Groups together?

A – Unsold Block was previously Group committed. Group committed always included Crew in the past; there is no change to the way we report this business. The key difference is how we now track the materialization of the business into Group Sold for Group and Other for Crew. You can therefore still use Unsold Block for the same comparison you previously did.

Q – Does the data only move out of Unsold Block to Group Sold once the reservation is named? Therefore, we will only see true Group occupancy once the room is named (i.e. we will be unlikely to see this change until close to arrival date)?

A – Correct. Unsold Block will only depreciate once reservations are made and materialize in the appropriate segment

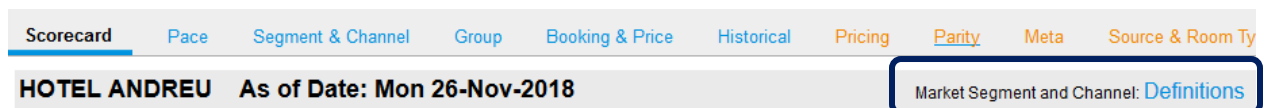
Q – Is there a way to view only Group occupancy including Group Sold and only "Group" Unsold Block? Same as "Group Committed" in the previous version.

A – Unsold Block is the same as previously named Group Committed.

Miscellaneous

Q – Where do you find the market segments and channels definition page that was shown during the webinar?

A – In Demand360 Quick View on the scorecard page:



Q – Are brand member rates and/or semi-flex rates on a more granular basis like OTA?

A – Member rates are not considered a unique segment, instead these rates are allocated to the corresponding rate type segment. This means, if the member rate discount is off an Advance Purchase or Package rate, this rate goes under Transient Discount segment, if the member rate discount is off BAR/Rack rate, it goes under Transient Retail segment.

Demand is categorized in the major market segments of Transient, Group and Other:

Breakout in Demand360		Segment Description/Examples
Transient	Retail	Containing rack, best available, non-discounted, non-affiliated, non-contracted customer demand
	Qualified	Auto Club Members (includes AAA, CAA)
		Government employees and military personnel (includes SATO, Fed Rooms)
		Senior Citizen (age requirement or AARP membership)
		Employee/family/friends rate Industry rates available to travel agents and airline personnel (non-contracted Crew) Member of an airline loyalty program
	Discount	Advance Purchase or "Pre-paid" where rate usually has a substantial cancellation/change penalty after purchase (or may be non-refundable. Includes "Member Only" Adv Purch rates.
		Opaque channel where the guest is unaware of the property they are reserving until after booking is made If OTA/Wholesales bundles with other travel products, then will be deemed Transient Discount - Wholesaler

		Packages where the hotel bundles other amenities (e.g.; meals) or local services (e.g.; gift cards) Other promotions (e.g.; 3rd night free, receive (bonus) loyalty points) "Generic" corporate rate (available to any business traveler) Extended Stay Rates
		Complimentary (Comp) {non-Group related} House Use Loyalty Redemption/(Partial) Payment with Points Airline Distress Other uncategorized/unmanaged discount
	Negotiated	Travel Management Company (TMC) programs (AMEX, CWT, Radius) Travel agency consortia programs (e.g.; THOR, ABC, CCRA, WIN).
		Corporate negotiated (both 'global' accounts like IBM/Ford and 'locally' negotiated --- e.g. smaller/local accounts)
	Wholesale	Component to be bundled by 3 rd party operator (FIT - flexible/free/foreign independent traveler) with other travel services (e.g.; airfare, car rental) Common Wholesalers include: Hotelbeds, Gulliver, Costco, Tourico Destination Management Companies (DMCs)
Contract/Other		Airline flight/rail Crew, trucking company drivers
		General Contract
		Permanent/Owner
		Other uncategorized rates / Unknown

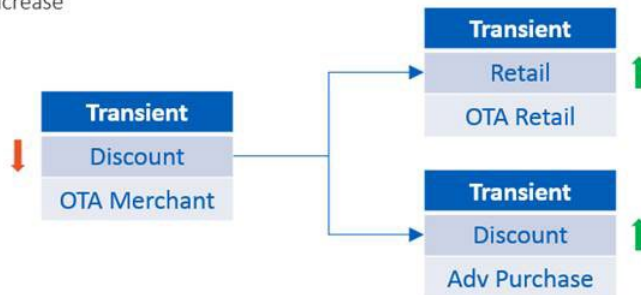
OTA Segmentation

- All OTA bookings that were previously categorized as Transient Discount OTA Merchant, will now be categorized as Transient OTA Retail or Transient Discount Advance Purchase based on the rate type.
- On the dashboards, you are likely to see numbers for Transient Discount decrease and numbers for Transient Retail to increase.

Demand360 Segment Mapping Update

We are updating our Demand360 segment mapping to support new segmentation standards within the industry

- Currently, All OTA bookings are categorized as Transient – Discount OTA Merchant
- With this change, OTA bookings will be categorized as Transient – OTA Retail or Transient – Discount Advance Purchase based on the rate type
- When change is made, there will be an increase in Transient – OTA Retail and Transient – Discount Advanced Purchase and a reduction in Transient – Discount OTA Merchant segments*
- On the dashboards, Transient – Discount will decrease and Transient – Retail will increase



* Market Segment Detail only available in Demand360 Data Handoff and not on Demand360 dashboards

Q – With the OTA change, how will Growth vs LY number be affected? Does it re-calculate based on the new split?

A – These changes are retroactive for 12 months back.

Q – In what segment would the OTA Packages (air+room) be tracked under?

A – Discount segment.

Q – Does Transient OTA Retail include both Expedia Pay and Hotel Pay?

A – The method of payment is irrelevant. From the guest's perspective is the rate:

A) Fully cancellable, then Retail segment.

B) Non-refundable, then Discount segment.